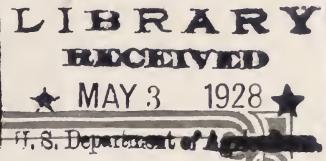


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"Flowerland"



Paul J. Howard's

HORTICULTURAL
ESTABLISHMENT

250 SO. LA BREA AVE.

LOS ANGELES, CALIF.

SUMMER PLANTING OF ESTABLISHED PLANTS

For more than a dozen years we have grown and planted established rose bushes. These plants have been planted throughout the entire spring and summer and have been a source of great satisfaction to our many customers.

Unlike many other firms we do not wait until our plants are putting on new growth before potting them. All of our Roses are dug from the field and immediately planted in special containers. They are properly trimmed, roots as well as branches, and when they are well started in the pot they are absolutely safe to plant out. Not only are the plants more sure to grow but selection of the varieties most admired can best be made when the plants are in bloom.

Our bedding plants, both perennials and annuals, are practically all pot grown and may be transferred from the pots to the flower bed with full assurance of satisfaction, providing of course proper care is given.

Our Seeds are all tested for their productiveness and quality and no seeds are delivered to customers unless they show high germination tests. Our seed beds are subject to inspection by our customers at any time.

This small booklet is intended only to serve as a seasonal planting guide and no attempt has been made to publish a complete catalog at this time. The listings herein are mainly those that will be of most value in producing reasonably quick results.

Correspondence pertaining to your garden problems is invited.



PLEASE OBSERVE WHEN ORDERING

HOW TO ORDER:

Write plainly your name, town, and state, giving street numbers or post office box when expedient.

TERMS:

All prices in catalog are F. O. B. Los Angeles.

Seeds will be sent prepaid at catalog prices. Bulbs in small quantities are shipped prepaid. In orders of fifty or more, bulbs are sent Express collect, unless order is accompanied by a sufficient remittance to cover postage.

All plants are shipped Express charges collect, and all orders must be accompanied by cash. No plants will be sent C. O. D. Remit in any safe way—Post Office Money Order, Express Order, or personal check on local banks are best. Postage stamps will be accepted in amounts up to one dollar.

In applying prices, not less than six will be sold at the dozen rate, or fifty at the hundred rate. All goods travel at purchaser's risk and at purchaser's expense unless otherwise listed.

NON WARRANTY:

We give no warranty, expressed or implied, as to purity, description, quality, productiveness or any other matter of any Seeds, Bulbs, or Plants we send out, and we will not be in any way responsible for the crop. If purchaser does not accept the goods on these terms, they are to be at once returned, and the money paid for same will be refunded.

FILLING ORDERS:

All orders are filled promptly, usually on the day of receipt.

In ordering, please state whether substitution will be permitted as we feel at liberty, when no instructions accompany the order, to replace any varieties out of stock with others as nearly similar as possible. When a certain variety is selected which we feel not suited to the customer's locality, or when a variety has been superseded by another which is superior, we also feel at liberty to substitute.

Paul J. Howard's
HORTICULTURAL ESTABLISHMENT
250 South La Brea Ave., Tel. WHitney 1141
Los Angeles, Calif.



ROSE BUSHES

MAKING AND PLANTING A ROSE GARDEN

While it is comparatively easy to find a plot of ground to be allotted to the Rose Garden, and in which this "Queen of Flowers" will grow, there are certain dangers to be guarded against as far as possible. First of all, avoid a drafty spot, nothing is quite so bad for roses as a draft. The perfect position for the rose garden is in the open. It may be sheltered from the winds by trees or shrubs, but it should not be shaded, for roses must have light and sunshine. However, a slight shade for a short time in the heat of the day is not bad, but care should be taken to have a good circulation of air, for roses will not flourish in stuffy, closely shadowed places. *Never plant roses where the sun reflects against the side of a building.*

Drainage is another important point to consider, for whether the soil be heavy or light, clay or sand, it is absolutely essential that a rose garden be well drained. The soil best suited to the rose is a rich loam, and in this soil they will thrive with but little fertilizer. However, some of our best bushes are grown in adobe, which, if properly cultivated and watered, is very good. If your soil is especially sandy, it will pay you to have some loam hauled in.

The best fertilizer for roses is well rotted dairy manure,

LATE INTRODUCTIONS AND SCARCE VARIETIES

Angèle Pernet. An entirely new color in roses, a vivid orange-flame, shaded deep, fiery apricot, with a gold suffusion on the outer petals. It is a remarkably strong grower, with beautiful, glossy foliage, and is a very free bloomer. The buds are beautifully formed, and the open flower is moderately full.

Price \$1.50 Each

Betty Uprichard. Coppery-red buds opening to semi-double flowers of large size and striking color, beautiful orange-carmine on outer surfaces of petals, and light salmon on reflexes. Strong growing, and the flowers are borne on long stems.

Price \$1.00 Each

Cuba. This new French rose is a glistening, bright vermillion-scarlet, overlying an orange ground. As a bedding rose it is unsurpassed, as the foliage is a pleasing dark green, accentuating the great brilliancy of the masses of bloom. The individual blossom is very large, fine in bud form.

Price \$1.50 Each

Dame Edith Helen. This is the most outstanding new variety produced in recent years. It is practically a perfect rose from any standpoint. The blooms are large, and well formed, with petals gracefully recurring from a high pointed center. The color is a rich, deep, glowing pink, a shade that is pleasing to every one. It holds its color well as the flower expands, and does not turn "blue" as is the case of some deep pink roses. In addition to the beauty of the blossom, it is deliciously fragrant; a few flowers will scent a whole room. The bush is a remarkably strong grower, with deep green leathery foliage, and it produces its flowers on long strong canes, after the manner of an American beauty.

Price \$2.00 Each

which can be used liberally without fear of injury. To this may be added some real bone meal if the soil is particularly poor.

Roses should be lightly pruned in August and September. By this we mean to remove only the extra long shoots and dead wood. The heavy pruning should be done in December and January. At this time all surplus heavy wood should be removed. Also all dead wood should be cut out and the plants cleaned up. On young plants three to five shoots are sufficient to leave, but on the older plants several good strong shoots may be left. *Do not cut your roses too near the ground, especially if they are old, as the old wood will not branch again.*

While roses require a well drained soil, they also require a good bit of moisture. Care should be taken to keep the soil moist continually during the blooming period. In watering roses, do not sprinkle; the best method is to irrigate by means of trenches or basins. A thorough irrigation in this manner, if followed by cultivation, will last from one to two weeks even in the hot weather.

Our Roses are all strong two-year-old, field grown plants, and with few exceptions are budded. This insures a good vigorous growth and well developed buds and flowers.

AND SCARCE VARIETIES

Doris Traylor. The long pointed buds of this variety open to large full flowers of a rich, brilliant, salmon-orange, with deep carmine suffusion. Exceptionally free flowering, and fragrant.

Price \$1.50 Each

Eldorado. Large sized, golden-yellow flowers, vigorous growth and free-flowering habit and fragrance.

Price \$1.00 Each

Etoile De Feu. A very large, full double flower, similar in shape to Louise Catherine Breslau, except it is a deeper fiery orange, with a shading of salmon. Foliage is beautiful and glossy, and plant is a strong grower.

Price \$1.50 Each

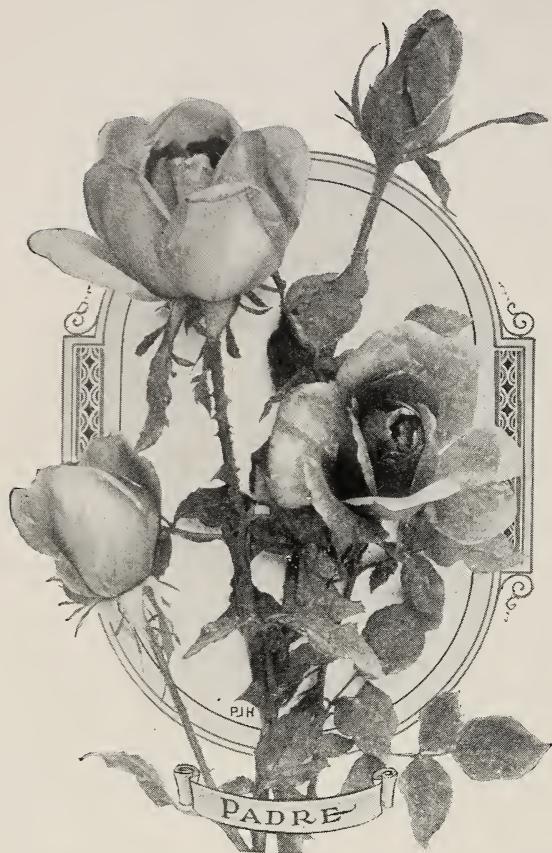
Feu Joseph Looymans. One of the best new roses we have tried. It produces freely, long buds, composed of large petals which expand into most beautiful, full flowers of splendid keeping quality. The color is a vivid apricot, blended with copper, and orange-yellow. The stems are remarkably long and smooth. Truly a wonderful rose for the garden or for cutting.

Price \$1.50 Each

Felicity. A very free flowering sort, and a color that is most desirable. A beautiful mallow-pink, with a soft creamy suffusion at the base of the petals. The buds are long, and the flowers expand to a full cup shape. Very long stems.

Price \$1.00 Each


PAUL J. HOWARD'S
 HORTICULTURAL ESTABLISHMENT
 THRIFTY - SUPERIOR PLANTS



Fragrant Bouquet. Its name is suggested by its remarkable sweet perfume and free flowering habit. Plant is a splendid grower, of compact habit, with medium size blooms of a delicate flesh pink, shading golden yellow at base of petals.

Price 75c Each

Frank Reader. A new rose that will make a fine addition to our gardens, for a cut flower. In color it is like a glorified Sunburst, being a lemon-yellow, shading to a golden-apricot in the center. The flowers are very large and full, and deliciously scented. Very profuse bloomer.

Price \$2.00 Each

Hawmark Crimson. A valuable new addition to the red roses; long buds, very pointed, similar in shape to K. of K. Intense crimson, with vivid maroon markings, becoming a shade lighter as the flower opens. Free blooming, and the flowers are very enduring.

Price \$1.00 Each

Hortulanus Budde. A new rose from Holland. Glowing dark red buds, long, tight and beautifully shaped. Opens to a semi-double flower, with bright golden stamens in center. Strong and free bloomer.

Price \$1.00 Each

Imperial Potentate. Splendidly shaped buds, opening to well-formed large, double flowers of crisp, glistening rose-pink with silvery suffusion at the base of the petals, sweetly scented. At the International Rose Test Garden, at Portland, Oregon, this variety was awarded the Silver Medal of the American Rose Society, the Gold Medal of the city of Portland, for the best bush Rose shown and the Silver Trophy of the Portland Chamber of Commerce for the best rose produced in 1923 on the Pacific Coast.

Price \$1.00 Each

Independence Day. Same type of flower as Mme. Edouard Herriot; color is a rich bronzy-yellow, shaded with copper. Flowers are rather small, and open quickly, but the color is very unusual, and the bush is very free blooming, being almost always covered with bloom. Plant is vigorous and bushy.

Price \$1.00 Each

Irish Hope. A new rose that is very distinct from all others. The buds are of good shape and the open flower is very large; in color a rich, rosy crimson, very bright.

Price \$1.50 Each

Lady Margaret Stewart. A new pernetiana hybrid, with the shiny, mildew-proof foliage characteristic of that class. It is very novel in color, being a deep sunflower yellow, heavily veined and splashed with orange-scarlet, with the reverse of the petals deeply suffused carmine. The full open, double flowers have an effect of deep cadmium orange. Sweet scented.

Price \$2.00 Each

Lady Inchiquin. A new shade of rich orange-cerise with large, full, perfumed flowers. The plant is a strong, vigorous grower, and a free bloomer.

Price \$1.00 Each

Lord Charlemont. One of the most promising new red roses. Dark crimson, high center, fragrant. Plants bushy and free blooming.

Price \$1.50 Each

Lulu. In bud form, one of the most beautiful roses in existence. In shape it somewhat resembles Irish Firefame, but is much larger and longer. Color is orange-red, shaded salmon pink and apricot. Very free flowering.

Price \$1.00 Each

Mable Morse. Clear unfading golden yellow buds, and well shaped, fragrant flowers, borne on long stems above glossy, light green foliage. Believed by many to be the best yellow rose yet introduced.

Price \$1.50 Each

Margaret McGredy. A new introduction this year and in trials it has proven to be most brilliant, and distinct. Rich Turkish red, passing as the flowers age, to a beautiful carmine rose. The flowers are borne on long, stiff stems, and have good keeping qualities.

Price \$3.00 Each

Mary Pickford. A novel rose of merit, named in honor of America's own favorite artist. In habit of growth it is strong, similar to Souv. de Claudius Pernet, which was one of its seed parents. Color is an exquisite shade of orange-yellow stained on the reverse of outer petals with salmon and salmon blush. Buds are of refined form, long and pointed, and the expanded flower is beautiful. Free bloomer.

Price \$1.50 Each

Mme. Alexandre Dreux. This rose has won immediate favor as a cut flower, it being in great demand at florists, for vases or corsages. The flowers are not very large, but are very artistic in shape, and the color is a shade that is in much demand. It is best described as being a tangerine-orange, which never fades. It is a very free bloomer.

Price \$1.50 Each

Mme. Albert Barbier. This is much like the well known hybrid perpetual, Frau Karl Druschki, in growth, but is very free flowering. The flowers are large, and the buds are perfectly formed. The buds are a light yellow, shaded apricot and orange, while the open flowers are a light salmon pink, shaded apricot at the base of the petals. A most unique and beautiful combination of color.

Price \$1.50 Each

Mrs. Ambrose Ricardo. One of the largest of all hybrid tea roses, and a flower of lovely color. It is an orange-yellow blended with silvery pink, and the open flowers are very full, and cup-shaped, and have wonderful lasting qualities.

Price \$1.50 Each

Mrs. A. R. Barraclough. A distinctly new shade of soft carmine pink, with slight salmon tints, shading to yellow at base of petals. The very fragrant flowers are extremely large, and of great substance, and the buds are long and perfect. The bush is a very vigorous, upright grower.

Price \$2.50 Each

Mrs. Beckwith. A clear, unfading yellow rose resembling Souv. de Claudius Pernet, with fewer thorns. Best described as a strong lemon yellow, lighter at the edges of the petals. Mildew-proof foliage.

Price \$1.00 Each

Mrs. Charles Lamplough. A most pleasing tone of soft, light lemon; flowers of wonderful size, depth and substance; very sweetly scented. A vigorous grower, producing its splendid flowers throughout the season.

Price \$1.00 Each

Mrs. Erskine Pembroke Thom. Another yellow rose which, however, is entirely distinct; a clear, deep, canary yellow without shading. Will prove a valuable addition to our list of yellow roses. The buds are of good long shape, and develop into large, full flowers. Attractive foliage and free blooming.

Price \$2.00 Each

Mrs. Henry Bowles. Handsomely formed, fragrant flowers, with high pointed center. Color is rose pink, shaded salmon and orange. Open blossom full and lasting. Free flowering and of upright growth.

Price \$1.50 Each



Mrs. Henry Morse. Clear, bright rose, suffused with vermillion and with clear vermillion veining on the petals. Very vigorous in growth, free blooming and sweet scented.

Price \$1.00 Each

Mrs. Redford. Rich orange, and apricot. Flowers borne on long stems, with deep green, shiny foliage. Very free blooming, lasting well when cut.

Price \$1.00 Each

Mrs. W. C. Egan. This is another remarkable, two-toned pink rose. The plant is an extremely prolific bloomer and a good grower. The reverse of the petals is a pleasing shade of soft, light pink, while the interior is a deep flesh-pink, delicately lined with gold.

Price \$1.00 Each

Norman Lambert. Medium sized, fragrant blossoms the inside petals of which are salmon-orange, shaded yellow and bronze. The reverse of the petals are yellow, toned orange scarlet and burnt orange. This rose is strikingly new and different.

Price \$1.50 Each

Padre. Most novel and attractive in coloring, with long petals of coppery-scarlet flushed with yellow at the base, produced on long shoots. Growth strong and upright and exceedingly free-flowering.

Price \$1.00 Each

President Cherioux. One of the best of the new introductions. A beautiful shade of prawn-red and salmon pink, shaded with yellow. Large, full formed globular flowers; a strong grower and very free flowering.

Price \$1.50 Each

Rev. F. Page Roberts. A most beautifully shaped long bud and a full double flower of a rich orange-gold, shading to saffron-yellow; growth vigorous, and very free-flowering.

Price \$1.50 Each

Richard West. This is a new yellow rose of distinct merit, liked by every one who has seen it in bloom. It is a very strong grower, and produces perfectly formed buds and flowers of a clear shade of lemon yellow, which does not fade. Wonderful as a cut flower.

Price \$1.00 Each

Sir David Davis. There is great demand for a deep red rose which is fragrant, and in this new variety we have a splendid addition to this class of roses. The color is a deep glowing crimson, and does not fade. The buds are prettily formed, and open to large, full flowers, which are even more fragrant than the well known variety Hadley.

Price \$1.50 Each

Souvenir de Claudius Pernet. A rose of unusual beauty of form and coloring, and in great demand on account of its bright sunflower-yellow flowers which retain their color better than any other yellow rose, both in bud and open bloom. The buds are long, full and firm, and they come on strong, upright stems, with brilliant green foliage.

Price \$1.00 Each

Souvenir de Georges Pernet. Flowers large, of globular form, and the bush is vigorous and free in growth. Color, orient-red, shading to cochineal-carmine at the end of the petals, the whole rose being overspread with a golden sheen.

Price \$1.00 Each

Souvenir de H. A. Verschuren. Color is a deep golden yellow. The flowers are double, intensely fragrant, and come on long strong stems. A splendid addition to the yellow class.

Price \$1.00 Each

The Queen Alexandra. A brilliant flower of intense vermillion, deeply shaded old gold on reverse of petals, which spring from a pure orange base. The flowers are quite full and when half blown are bewildering in their beauty. Delightfully sweet scented.

Price \$1.00 Each

Una Wallace. A beautiful soft, even-toned cherry rose without shading. Every bloom comes perfect and quite full. One of the freest growers, and a remarkable profuse bloomer. Sweetly perfumed.

Price \$1.00 Each

Vesuvius. Another beautiful single rose, and a fine companion to Isobel, Irish Fireflame, and others of this type. The color is a very bright crimson-scarlet, and the flower is of exquisite form and substance.

Price \$1.00 Each



STANDARD VARIETIES

Price of Any of the Following 75c Each

America. Produces large flowers of a bright rose pink, similar in shape to American Beauty, but a hardier plant to grow.

American Beauty. The well known deep rosy-carmine variety, so popular as a cut flower. Especially adapted for warm interior sections.

Betty. After this becomes established it produces blooms of marvelous beauty, particularly in autumn. Its large deliciously scented flowers are of glowing coppery rose color, suffused with a golden sheen.

Cheerful. One of the best of the newer roses. In color a pure orange coral with long pointed buds. A very free and strong grower.

Columbia. This beautiful rose is of strong vigorous habit and exceptionally free-blooming. Extensively used for cut flower purposes. Flowers of good size, perfect form, both in bud and expanded. Color an exquisite shade of rose-pink.

Constance. A free-flowering variety which bears attractive long, orange-yellow buds of perfect form, slightly streaked with crimson; as the blossom develops it opens into a golden-yellow.

Crusader. A very large rose with firm, pointed center, borne on long, strong stems. Color is a rich, dark, velvety crimson. Especially fine in the Spring and Fall.

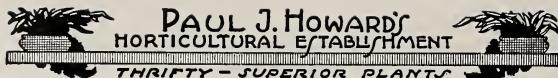
Dean Hole. A beautifully shaped blossom of a soft silvery carmine, slightly shaded salmon. Moderately free blooming.

Duchess of Wellington. Intense saffron-yellow, stained with deep crimson, changing to a deep coppery saffron yellow as the flowers develop. Delightfully fragrant and very free-flowering.

Edel. A large flower of great depth and quality. Color white, with the faintest ivory shading towards the base passing to a pure white. A fine grower, very free-flowering, opening well in all weather, and delightfully scented.

Frau Karl Druschki. The ideal hardy white rose. Pure in color, strong grower and remarkably free-flowering. Sometimes called the White American Beauty.

General McArthur. A well-known favorite and one of the best all around bedding varieties in our collection. It is one of the earliest and most perpetual flowering sorts. Its flowers are of good form; of a warm, rich crimson-scarlet, and delightfully scented.


PAUL J. HOWARD'S
 HORTICULTURAL ESTABLISHMENT
 THRIFTY - SUPERIOR PLANTS

Golden Emblem. Long shapely buds of rich yellow, with flames of crimson on the outer petals opening to a delightfully fragrant, full, firm flower. The flowers are produced on upright stems well above the glossy green foliage.

Golden Ophelia. Seedling from Ophelia, and very similar in form. Color is a bright golden-yellow. Excellent as a cut flower and very popular for corsage bouquets.

Hadley. A magnificent red rose. Plant is a strong vigorous grower and produces dark, crimson-scarlet buds on long stems.

Hoosier Beauty. Beautiful, well shaped, long buds, and large full perfect flowers, of an intense, rich dazzling crimson-scarlet and deliciously fragrant. The plant is of vigorous growth and is conceded to be one of the best roses of its color.

Irish Elegance. A beautiful single rose, in color apricot shading to bronze at base.

Irish Fireflame. A glorious single flowering variety, bearing its flowers in clusters of five or more; splendid for cutting in sprays in bud form. These buds are a rich deep orange, splashed with crimson, opening to a large single flower of a satiny old gold, shaded with ochre.

Isobel. This is truly one of the most beautiful single roses ever developed. In color an orange terra-cotta tipped with rose with brilliant stamens in center. Good foliage, vigorous plant.

Kaisinger Augusta Victoria. Soft, pearly white, tinted with just enough lemon in the center to relieve the white; remarkably fragrant, beautifully formed flowers on long graceful stems; a strong, free, healthy grower.

K. of K. (Kitchener of Khartoum). The flowers of this brilliant rose are large, semi-double and intensely fragrant. The color is a striking, intense brilliant scarlet with a velvety sheen. It is a profuse bloomer.

Lady Hillingdon. One of the best yellow roses. Deep apricot-yellow without shading. Will not lose color after cutting. Foliage has deep bronze shading.

Laurent Carle. Brilliant carmine, deliciously scented, flower nearly as good in hot, dry weather as under more favorable weather conditions.

Los Angeles. This is one of the finest roses ever introduced. The bush is a vigorous grower, producing a continuous succession of long stemmed flowers of a luminous, flame pink tined with coral and shading to translucent gold at the base of the petals. The buds are long and pointed, and when fully expanded, they open into a flower of mammoth proportions. This is a rose that is beautiful from the opening of the bud until the last petals have fallen.

Louise Catherine Breslau. This rose is entirely distinct from all others in color; buds are coral-red shaded with chrome-yellow. When full blown they are of a superb shrimp-pink shaded coppery-orange and chrome-yellow.

Madame Abel Chatenay. Carmine rose with salmon shadings; long pointed buds and double flowers, a strong grower, very free-flowering, and a favorite bedding variety.

Madame Butterfly. Color is a harmony of pink, apricot and gold. The flowers resemble Ophelia in form. It is a vigorous grower and a profuse bloomer.

Madame Edouard Herriot. A very strong and vigorous grower, branching habit and glossy green foliage. The buds are coral-red, shaded with yellow at the base, the open flowers of medium size, semi-double, are of a superb coral-red shaded with yellow and bright rosy scarlet.

Madame Jules Bouche. While not a pure white, it being at times slightly tinted with blush on the reverse of the petals, it is considered one of the best of the white bedding roses. It is a strong grower, very free-flowering and very double.

Madame Melanie Soupert. Beautiful semi-double, large flowered rose, especially fine in bud form. In color a charming pale tint of salmon yellow, with pink and carmine suffusion.

Maman Cochet. This is without doubt, one of the finest all around roses; hardy, vigorous grower, beautiful foliage. The bud is long and pointed, borne on long stems; color rose-pink, the inner petals being a silvery rose shaded with golden-yellow.

Mary Countess of Ilchester. Rosy crimson flowers of large size and smooth circular petals. A vigorous grower and sweetly perfumed.

Miss Lolita Armour. The coloring of this rose is very difficult to describe and is distinctly different from anything that we know of. Briefly the introducer describes the rose as chrome-yellow at the base, shading to burnt-orange and copper. The reflex of the petals is chrome-yellow at the base, shading to bright salmon with brilliant copper suffusion. The flowers are quite double and the buds are similar to that well-known rose, Caroline Testout.

Mrs. Aaron Ward. Strong, vigorous, but compact growth; constant bloomer with buds and open blooms of excellent form; in color a distinct Indian yellow, shading lighter toward the edges.

Mrs. A. R. Waddell. A free-flowering garden variety that is liked wherever seen. A delicate soft rosy-salmon, suffused with a golden sheen; flowers of medium size.

Mrs. Chas. Russell. This is one of the most popular cut flower varieties. Large, well-formed flowers, of a rosy-carmine with a rosy-scarlet center. Strong branching habit; wonderful foliage, and very free-flowering.

Mrs. Wakefield Christie Miller. Produces very freely, large sized perfect flowers. They are a bright pink color with lighter shading. The plant is vigorous and free—excellent for bedding—especially so for massing.

Old Gold. A continuous flowering, semi-double, vigorous grower producing vivid, reddish-orange flowers with rich coppery red and apricot shadings. Very fragrant.

Ophelia. This very floriferous rose has made such a record for itself that it qualifies to be classed with the very best. Flowers of perfect form, large size, are held erect on stiff, straight stems. In color a most pleasing tint of salmon-flesh shaded with rose.

Paul Neyron. A great old favorite. Dark rose, of enormous size. Very double, highly scented. One of the best of the hybrid perpetual type.

Perle D' Or. Like the little Cecile Brunner, except in color, being light orange and creamy yellow.

Radiance. An ideal bedding rose. Succeeds unusually well in hot summer weather when frequently many other varieties fail. In color it is a brilliant carmine pink, with salmon-pink and yellow shadings at the base of the petals.

Red Radiance. A counterpart of Radiance except in color, which is clear cerise red.

Rose Marie. This is without exception one of the most beautiful and satisfactory pink roses of late introduction. Its remarkable freedom of bloom, and its beautiful buds and well-formed flowers of a clear, deep pink, give it a premier place among roses.

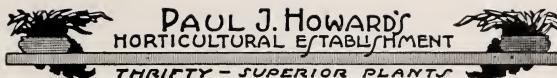
Sunburst. Flowers of a rich cadmium-yellow with orange-yellow center. Rose of vigorous growth, and free bloomer; excellent for cutting in bud or half open flower.

White Cochet. Identical, except in color, with Maman Cochet.

Wm. F. Dreer. The buds are long, pointed, rich in tones of pink and orange. As the flower develops, particularly in the half open bud, the center shows shades of rich orange, merging to yellow with the edges of petals beautifully rimmed with pink. Equally as good a grower as the Los Angeles.

Willowmere. This splendid rose is of a coral-red color, suffused with carmine in the bud state, and opens to a large, full, handsome flower of a rich shrimp pink, shaded yellow in the center, and flushed carmine-pink toward the edges of the petals.





CLIMBING ROSES

Black Boy. A fine red climber originating in Australia. The vigorous growing vine produces large, double roses of a very deep velvety crimson, with blackish shadings; the stems are very long, fine for cutting. Very fragrant.

Price \$1.50 Each

Bonnie Prince.—Cl. Robust Climber with large graceful clusters of medium sized frilled flowers, like Tausendschoen except pure white in color.

Price \$1.00 Each

Cl. Constance. A climbing form of the popular yellow rose. Makes a very striking effect, with its glossy buds, streaked with crimson on the outer petals. The flowers open to a large cup shape, of a pure golden yellow color. Extremely beautiful.

Price \$3.50 Each

Cl. Los Angeles. A beautiful new sport from the bush, with all the beauty of that famous variety in a vigorous climbing form. Luminous flame pink with a golden coral suffusion.

Price \$1.00 Each

Cl. Mrs. Aaron Ward. A good climber, free blooming. Flowers a golden buff with faint pink shadings.

Price \$1.00 Each

Cl. Rose Marie. This is probably the most valuable addition to our list of climbers made in recent years. The flowers are exactly like the well known and increasingly popular bush variety, and are a beautiful shade of clear, growing rose pink. The shape of the flower is ideal and the stems are good, making it very valuable for cutting.

Price \$3.50 Each

STANDARD VARIETIES

Price of Climbing Roses, Except Where Noted, 75c Each

American Pillar. Blooms profusely in tremendous clusters of crimson-pink flowers with large white centers and golden yellow stamens, making a beautiful contrast.

Belle of Portugal. A new climber of extremely rapid growth, and beautiful foliage. Produces very large flowers of a delicate pink, shaded salmon. Beautifully shaped and borne in great profusion from January to June. Fine for fences or arbors.

Cherokee. A rapid climber, with bright shining green foliage, and large, waxy single flowers. White, Pink or Red (Ramona.)

Cl. Cecile Brunner. This well-known variety needs very little description. Its dainty little flowers of perfect form are produced in graceful sprays. Color is a soft rosy-pink on creamy white ground. Heavy foliage. Thrifty climber.

Cl. General MacArthur. A vigorous climbing sport from the bush variety, having the same bright red color, and free blooming qualities.

Cl. Hadley. One of the most beautiful deep red climbers. Flowers are identical with the bush variety, coming on very long stems.

Cl. Hoosier Beauty. The Climber is the counterpart of the bush Hoosier Beauty. Splendid clean foliage and heavy bloomer. The rich velvety crimson is vivid and lasting.

form of this most popular white rose. Long stems.

Cl. Madame Caroline Testout. Climbing form of the bush rose Madame Caroline Testout. Silvery pink in color. Exceedingly free bloomer. Large perfect buds; a most satisfactory rose.

Cl. Maman Cochet. Buds and flowers larger than the bush and produced in greater profusion. Makes very rapid growth. Good foliage and heavy wood.

Cl. Sunburst. Flowers a rich yellow, with orange-yellow center. Rose of vigorous growth with good foliage.

Cl. White Maman Cochet. There is no difference between the climber and bush variety, except their respective habit of growth. Bud and flower formation is the same. A very satisfactory climber; popular wherever used. Habit of growth is the same as Maman Cochet (pink).

Dorothy Perkins. Soft shell-pink, flowering profusely in large clusters; very fragrant. One of the most popular varieties of the Ramblers.

Gold of Ophir or Beauty of Glazenvwood. Apricot-yellow suffused with coppery red; rapid grower, free from disease. Blooms abundantly in the spring.

Paul's Scarlet Climber. Without doubt this is one of the best new climbing roses introduced. It cannot be excelled for brilliancy of color, which is vivid scarlet. Flowers are of medium size, semi-double, very freely produced in large clusters, the plants being literally covered with flowers. Of strong climbing habit and perfectly hardy.

Silver Moon. Beautiful semi-double flowers, pure white in color; petals of great substance, beautifully cupped. The large bunch of yellow stamens in the center adds to its attractiveness.

Tausendschoen. (Thousand Beauties). Entirely distinct. The individual flowers are of a most elegant and graceful form. In color it is a most delicate shade of soft pink when first opening, changing to carmine on the reverse of petals when fully expanded. Flowers are produced in trusses.

STANDARD OR TREE ROSES

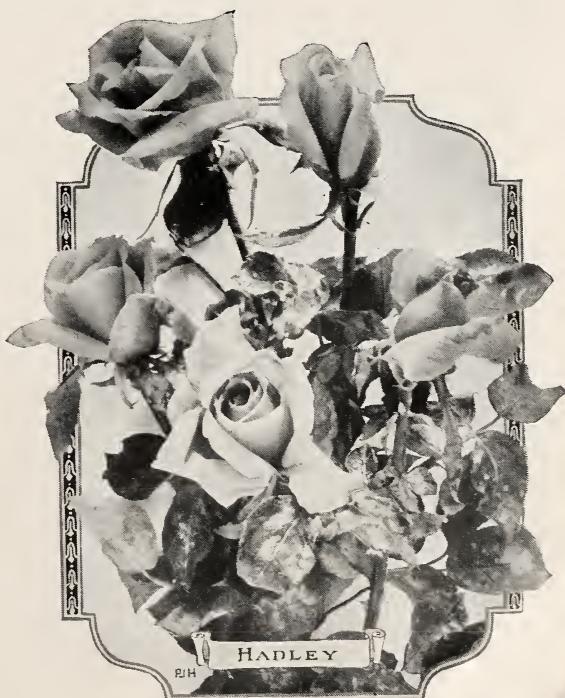
The tree-shaped roses are decidedly ornamental and are wonderfully attractive.

The rose-trees are budded on strong growing stock; the buds being placed thirty inches to four feet above the ground and on two or three sides of the standard, making a symmetrical, well balanced head.

Our tree-roses are grown in such varieties as have been thoroughly tested and found to be strong and prolific growers as well as good bloomers.

Established Plants, in 5 gallon containers.

Price \$3.50 to \$4.00 Each





"Flowerland" Dahlias

THE DAHLIA

We know of no other garden flower (the rose excepted) that will yield as large returns for the amount of money and time expended as the Dahlia. They are easily grown, prolific bloomers, and the color and flower variations are very extensive.

Our stock this year is the finest ever, strong, clean tubers, with plenty of vitality to produce magnificent blossoms.

We have been careful in selecting our stock and have included only those varieties which have been thoroughly tested and found to be most reliable.

This list includes many late novelties of exceptional merit as well as recent introductions and standard varieties that have proven to be the best.

For best results follow these planting directions:

PLANTING NOTE: Dahlias require a sunny position, a thorough watering about once a week during warm weather, and deep cultivation a day or two after each

watering. Almost any kind of soil will produce good dahlias, if properly cared for; but rotted manure should be worked into the soil when preparing the ground, which should be dug deeply. In planting tubers, always lay the tuber on its side, never stand on end. Plant not less than two feet apart, and about four inches deep. Each plant should be staked. If part of the buds are pinched off you will have larger blooms. The flowers will keep better if cut in the evening, the stems dipped in boiling water for a few minutes and then set in cold water to harden.

Time for Planting

As the dahlia is a fall blooming flower, it naturally does not require early planting as some may suppose. Planting should begin about the middle of April and may successfully continue for two months or more. Earlier than this, the ground is cold and the tubers may rot. If planted when the ground is warm, growth is quicker and more vigorous and the plants will bloom until frost.

BEST OF THE LARGE FLOWER VARIETIES

A. D. Livoni. (Show). An old variety of considerable merit and one that always pleases. It is one of the pink varieties that will be worthy of a place in your garden. Blooms freely and lasts well.

Price 35c Each

Amethyst. (Decorative). A new dahlia in a very pleasing shade of light violet, a color which blends well in most any bouquet. The flowers are large, prettily shaped and the stems are good.

Price 50c Each

Artis. (Decorative). The color is a rich, brilliant, fiery orange-scarlet, a shade which is very desirable for floral decorations. The flowers are medium sized and the shape of the blossoms is most beautiful and artistic. Awarded a First Class Certificate at Amsterdam, Haarlem, and The Hague in 1921, and highly commended at the dahlia trials at Wisley, England, in 1922.

Price 50c Each

Ballet Girl. (Cactus). One of the best English Cactus dahlias with unusually good stems for this type. The plants are exceedingly prolific bearing such quantities of flowers in such varieties of color that it is somewhat difficult to describe. The flowers are usually described as being orange with white edge but vary so much that some of the flowers may be pure orange or white shading to orange, and even white blossoms.

Price \$1.50 Each

Bertha Horne. (Hybrid Cactus). Deep orange-yellow blended with apricot. A fine florist's variety, and a very free bloomer. The flowers are held on long stems, well above a rather low bush.

Price 50c Each

B. P. O. E. (Hybrid Cactus). A California introduction named in honor of the Benevolent and Protective Order of Elks, because of its color, a rich regal purple. It makes a striking decoration, particularly when used with white dahlias of this same type. The flowers are perfect in form, with the best of stems and keeping qualities.

Price 50c Each

Copper. (Peony). Broad, fluffy, twisted petals of a beautiful copper shade, tinted with bronze and apricot. Large sized flower on stiff stem.

Price 50c Each

Couronne D'Or. (Decorative). A very large flower full and double, with good long stems. The color is a bright coppery orange. One of the most beautiful novelties in size and color yet introduced.

Price \$2.50 Each

Deli. (Decorative). A recent introduction from Holland and a flower of unusual beauty. The color is a most attractive shade of fawn, gradually deepening to a rich, copper at the very full center. The flowers are large and the stems are very long, stiff, but not thick.

Price \$1.00 Each

Delice. (Decorative). Probably the most used pink dahlia for decorating and floral work. The color which is a glowing rose pink, together with the perfect formation of the flower and stiff wiry stems, makes it a valuable flower.

Price 35c Each

Earle Williams. (Decorative). A very popular dahlia because of its bizarre coloring and perfect shape and large size of its blooms. It is a mixture of red and white, with the red predominating.

Price \$1.50 Each

E. F. Hawes. (Cactus). This is a true English cactus type, but the stems are very good. The large flowers are perfectly shaped and are a clear pink in color.

Price 50c Each

El Granada. (Hybrid Cactus). A vivid orange with the reverse of petals creamy yellow. The petals twist and interlace, giving the effect of an orange flower, with gold tipped petals. The flowers are very large and full, and the stems are long and perfect. A prize winning flower wherever exhibited.

Price \$2.50 Each

Emma Groot. (Decorative). This is one of the best of the new Holland introduction, and is a distinctively new type. It is a very large flower with broad wavy petals, and stays perfect from the first to the last of the season. The color is a desirable shade of deep mauve or lilac, beautiful in either natural, or artificial light. The stems are long and very stiff, carried high above the bushes.

Price \$1.00 Each

Empress Eugenie. (Decorative). A wonderful shade of rich deep lavender and a flower of excellent keeping qualities when cut. It is also very desirable on account of its long wiry stems. The bush is in bloom for a long period.

Price 75c Each

Glory of Aalsmeer. (Decorative). An exceptionally fine white dahlia, being a very free bloomer, and an excellent keeper. An outstanding variety for cut flower purposes, pure white in color. The stems are excellent.

Price 50c Each

PAUL J. HOWARD'S
 HORTICULTURAL ESTABLISHMENT
 THRIFTY - SUPERIOR PLANTS



Gold Rush. (Decorative). Large, full flowers of a beautiful clear lemon yellow, without shading. Vigorous grower and the blossoms are carried high above the bush on fine long stems. Lasts a long time when cut. This is a particularly striking novelty, and is destined to become very popular.

Price \$1.50 Each

Jean Chazot. (Hybrid Cactus). This we consider one of the finest of the autumn tinted cactus varieties for cutting as well as garden decoration. The flowers are of good size, very graceful formation, held on long stiff stems in such a manner that they show the full flower to the best advantage, the color is a nasturtium-red with golden suffusion, frequently tipped with golden yellow.

Price 75c Each

Jersey's Beauty. (Decorative). One of the finest true pink dahlias we have seen. The beautiful large, pure pink flowers are of perfect form supported on long, stiff, straight stems. One of the best keepers as a cut flower. It starts blooming early in the season and continues perfect until the end of the season.

Price \$1.00 Each

King Harold. (Peony Decorative). This is a very striking dahlia of a rich, velvety red, almost black. An especially fine variety of this color as the stems are long and stiff, and the flower is of large size. A new Holland variety which we can very strongly recommend.

Price \$1.00 Each

Kittie Dunlap. (Decorative). This is a beautiful new shade resembling the American Beauty Rose. It is a very free bloomer all season, of large size and substance, and has long stems. It has long keeping qualities, making a very desirable cut flower.

Price \$1.00 Each

La Doska Dowd. (Decorative). A fine cut flower variety. The color is a clear yellow, with a rich golden center. The large flowers are freely produced on long thin stems, which are rigid and hold the flower erect.

Price 50c Each

Mariposa. (Hybrid Cactus). A perfectly formed hybrid cactus composed of long narrow incurved petals which curl and twist so as to baffle an artist. A delightful shade of lavender-pink which is intensified by a deeper center. One of the gigantic California introductions which has depth as well as diameter of flower. An absolutely stiff stem which rises nearly 3 feet above the foliage and a center which is regular and perfect. Blooms early and continues in good shape to the end of the season.

Price \$1.00 Each

Maria Houtman. (Decorative). Burnt amber shading to old gold at the center. This is a fine variety for cut flowers on account of its extra long and straight stems. The flowers are of medium size and work in well in any decoration.

Price 50c Each

Meyrouw Ballego. (Hybrid Cactus). A very showy variety, bright garnet in color with scarlet shadings. The petals are rather broad for this type, fluted at the end, giving a very attractive informal shape.

Price 50c Each

Mina Burgle. (Decorative). The best known and most popular red dahlia. A free bloomer and good keeper when cut. Color is an intense crimson scarlet.

Price 35c Each

Miss Helen Hollis. (Show). Deep scarlet. One of the largest dahlias in this type, with long perfect stems.

Price 50c Each

Mrs. I. De Ver Warner. (Decorative). Flowers of immense size and a most beautiful shade of glowing mauve pink. It is a tall, vigorous grower and remarkably free bloomer. A variety which we strongly recommend.

Price 50c Each

Orange Boven. (Decorative). Another of the new Holland introductions which merits widespread planting. It is a rich fiery orange, similar in color to U.S.A. The flowers are large and always come with a full center, borne on good sized bushes. Will be exceedingly popular as a cut flower variety when better known.

Price \$1.00 Each

Pink Flamingo. (Peony). An old favorite variety and very reliable. It is a clear rose pink and the handsome flowers are borne on long stiff stems.

Price 35c Each

Pride of California. (Decorative). A brilliant, glowing cardinal-red, of very large size held on extra good stems, very free and a wonderful keeper as a cut flower, the best of its color.

Price 50c Each



PJH



Jeweeltje

Princess Aline. (Decorative). A new introduction and one which we highly recommend. The color is a clear rosy pink, shading lighter at the edge. The flowers are ball shaped with slightly quilled petals, and come on perfect stems. The keeping qualities are excellent and the color is one which shows up well under artificial light, making a very beautiful bouquet for indoor decoration.

Price \$2.00 Each

Queen Mary. (Decorative). Pale silvery pink, very useful as a cut flower. The medium sized flowers are freely produced on good stems.

Price 50c Each

Rosa Nell. (Decorative). One of the largest of all this type. In color it is a bright rose, not commonly found in dahlias. The flowers are always full, and keep exceptionally well.

Price 50c Each

Tommy Atkins. (Decorative). One of the most remarkable colored dahlias of all. It is a brilliant flaming scarlet, the brightest red yet produced. Creates a sensation wherever shown. The flowers are large and attractively formed, not at all stiff and formal, and are well placed on good long stems. Our supply of this is very limited.

Price \$2.00 Each

Trentonian. (Decorative). A striking autumn colored dahlia, difficult to describe. It is a deep coppery-red, on a background of old gold, entirely different from any other. The huge flowers have broad petals, perfect in arrangement, and the stems are exceedingly long. A wonderful keeper when cut, making a good exhibition variety.

Price \$1.50 Each

Tryphannie. (Decorative). An extra large flower of a beautiful combination of pink and golden-yellow. The petals are a light pink at the tips, shading deeper pink, and then gold at the center. The perfect flowers are carried high on long, stiff stems.

Price 75c Each

MINIATURE DECORATIVE DAHLIAS

This is a distinct, new type of dahlia, and is destined to become very popular, as the small flowers are exceedingly beautiful and can be used in many places where the large varieties are not suitable. The flowers are entirely different in formation from the pompon dahlias, being more informal in shape, just as the hybrid cactus and decorative types are different from the older show type.

Cocarde. (Miniature Decorative). Glowing orange-scarlet. Exceedingly free flowering, and a perfect gem as a cut flower.

Price 50c Each

Garden Love. (Miniature Decorative). Jasper red with a distinct golden yellow base.

Price 50c Each

Jeweeltje. (Little Jewel.) (Miniature Hybrid Cactus). Last year we recommended this dahlia as one of the best novelties we had seen. Now after another season's trial, we are more enthusiastic about it than before as a most valuable dahlia for cut flower decoration. The blooms are a clear peachblossom pink; the stems thin, strong and wiry and the bushes are continually covered with blossoms. Because of its small size and beautiful shade of pink, this flower can be used in many places where other dahlias are not suitable. It really should be included in every collection.

Price 50c Each

POMPON DAHLIAS

(BABY DAHLIAS)

These are extremely decorative and pretty little flowers. Always perfect and they are the most prolific bloomers that we know of. Their perfectly formed and brightly colored blossoms, together with their long keeping qualities, gives them a foremost place of importance as garden flowers.

In selecting them we have been careful to include a very complete range of colors as well as the better and more prolific bloomers. All varieties here can be highly recommended.

Alewine. White, flushed and tipped lavender.

Price 35c Each

Alice Rockwood. New. A pleasing shade of old rose, with extra long stems.

Price 50c Each

Baby Marie Osborne.—New. Deep bright yellow. Perfect in form, with long stems.

Price 50c Each

Catherine. Rich golden-yellow.

Price 35c Each

Jonkheer von Citters. Yellow, tipped orange red.

Price 50c Each

Kupfer. Coppery-rose.

Price 50c Each

Maroon. Dark maroon.

Price 35c Each

Pee-Wee. Yellow, with bronze center.

Price 35c Each

Prince Charming. Lavender, deeper at tips.

Price 35c Each

Sunbeam. Crimson.

Price 50c Each

Tommy Keith. Cardinal red, tipped white.

Price 35c Each



CHRYSANTHEMUMS

THE QUEEN OF THE AUTUMN FLOWERS
(Ready May 1)

PLANTING NOTE: Spade the beds over well and use a liberal amount of well-rotted manure. Construct a ridge along the edge of your beds to make a basin as an assistance in watering. Chrysanthemums require plenty of water, as a lack of it tends to harden the stems. It is well to stake plants as soon as they are set out. Pinch the plants back once or twice, as they may need it, but not after the middle of August. After the final pinching back select four or five strong shoots on each plant and remove the balance. When the buds begin to make their appearance, select the strongest and remove the balance as well as all side shoots from the stem. Give your Chrysanthemums plenty of water and one or two good mulchings with well-rotted manure.

Adrians Pride. Very bright yellow, incurved of globular form. Fine for Thanksgiving blooming.

Black Hawk. One of the deepest, dark-red chrysanthemums known. Reflex. A splendid flower for your collection.

Glen View. A fine large variety of deep reddish bronze.

Golden Gleam. A splendid cut flower. Very deep golden yellow. Ball shaped with outer petals slightly reflex.

Major Bonafont. The most widely cultivated of all yellow chrysanthemums. A perfectly incurved flower.

Mankato. Very reflex rosy-purple.

Modello. Beautiful shade of orange-bronze. Huge flowers with broad, curled petals.

Mrs. Jeffries. Deep rose, tan on reverse. Good stem and foliage. Early November.

Murillo. Very late red. A good rich color, with beautiful foliage.

Silver Wedding. A beautiful pure white reflex. Always a favorite.

Smith's Sensation. A delicate shade of pink, of beautiful incurving form. Splendid under artificial light. Fine for exhibition.

Wm. Turner. One of the most remarkable of all chrysanthemums for size and keeping quality. Many flowers ten to twelve inches across have been grown on well cared for plants.

Price of above large flowered varieties—
25c Each—\$2.50 Per Dozen

Pompon, Anemone, and Single Chrysanthemums

Baby. Button Type. Bright Yellow.
Bronzito. Pompon. Very double, perfectly formed flowers. Red, with gold reverse.

Button Rose. Very pretty rose-pink.

Fire Bird. Pompon. Very bright red.

Donald. Pompon. Light pink, bronzy center.

Dazzler. Single. Bright red with yellow center.

Diana. Pompon. Pure white.

Emily A. Bean. Single. Bright yellow.

Old Gold. Single. Deep apricot, shading to bronze.

Plum. Pompon. Immense clusters of plum-colored flowers, shading to deep pink as they develop.

Salie. Single. Soft salmon, with gold shading.

Zenobia. Pompon. Fine yellow, with outer petals shading to bronze.

Price of above small flowered types
20c Each—\$2.00 Per Dozen



PLANTS OF SPRING AND SUMMER FLOWERING ANNUALS



Each season we grow thousands of annual bedding plants for distribution in the spring time. At this time of year the bulbs (planted the previous fall) are ready to dig and store away and the beds should be replanted with flowering plants which will blossom during the summer months.

Our spring annuals as well as our fall annuals are grown in pots and are easily and safely transplanted. Most varieties of plants are ready April first (some earlier and some later) and should be planted as soon as the weather is warm enough.

Visit our Lath-houses and see thousands of plants ready to be planted.

Asters

Asters are one of the most important of our summer and fall flowering annuals, and should be planted freely in every garden where color display and cut flowers are desired. The strains we offer are the very best and will prove most satisfactory. They bear immense flowers on good stems, and are exceptionally clear colors.

We grow them in the following separate colors. White, pink, rose, lavender and purple.

GIANTS OF CALIFORNIA

Produced in California and a novelty of great merit. These new asters combine the strong sturdy habit of growth of the Beauty types with the Crego or Ostrich Plume type. This combination produces a tall, sturdy, non-lateral stem on which are borne large fluffy flowers which often measure four to five inches in diameter.

Their immense size and beauty as well as the long sturdy stems make them most desirable and attractive for floral decorations—five distinct colors.

Price 75c Per Dozen, \$5.00 Per Hundred

Celosia

Very popular color-garden annuals. Easily grown and valuable for their plumy blossoms which are borne in such quantities as to cover the entire plant.

(COCKSCOMB)

Celosia cristata. Crested cockscomb, both red and yellow.
Celosia plumosa. Plumed variety. They generally form a pyramidal bush which is covered with flowers closely resembling an ostrich plume in formation. Red or yellow.

Price 75c Per Dozen, \$5.00 Per Hundred

Cosmos

For planting in the perennial border and among the shrubbery few flowers are as satisfactory for late fall blossoms, also for planting along walls and fences, they are very attractive. Grown in separate colors. Red, Pink, White and Yellow.

Price 75c Per Dozen, \$5.00 Per Hundred

Salpiglossis

Undoubtedly one of the most attractive annuals and should be in every flower garden. The blossoms are tube shaped, much like a petunia but even more beautiful in color display. Each flower is veined with a glint of gold beside the many and varied hues of bronze, purple, yellow, and gold that are contained in it. If you have not grown salpiglossis, you should try it. Ready May 1st.

Mixed Colors 75c Per Dozen, \$5.00 Per Hundred

Zinnias

The most gorgeous annuals that can be grown, and the range of colors is wonderful. Beautiful old rose, dainty cream, and soft pinks, striking red and brilliant yellow, orange and burnt orange, lavender and purple.

We grow large quantities each year and can supply them in separate colors; white, cream, primrose, yellow, burnt orange, salmon pink, pink shades, scarlet crimson, and purple. Also Dwarf Types.

Price 75c Per Dozen—\$5.00 Per Hundred





FLOWER SEEDS FOR PRESENT SOWING

All annual, as well as many perennial flowers, are successfully grown from seed, for whatever purpose you may desire flowers—cutting, flower beds, color, or attractive foliage effect—you will find sufficient material from which to select.

In buying flower seed it is a matter of great importance that you know the seeds are fresh and produced from the best plants. Only through great care in selecting and breeding are flowers brought up to a high standard of perfection.

The following list of seeds, while not extensive, contains a selection of the leading varieties. The seeds are fresh, well matured, and carefully selected—if carefully sown and cared for will furnish an abundance of flowers and foliage.

Ageratum

(Floss Flower)

A favorite bedding plant. In bloom nearly all the year round. Easily raised from seed either in the Spring or Fall. From 9 to 15 inches high.

Blue Perfection. The best dark blue. A fine bedder.
Price 10c Per Pkt.

Little Blue Star. Tiny bushes. Flowers light blue; good for edging.
Price 10c Per Pkt.

Asters

A hardy annual in numerous varieties and colors, blooming from July through October. Sow the seed in shallow boxes and when large enough to handle, transplant to rows 12 to 15 inches apart. While Asters will thrive in any good soil, it is well to remember that any extra preparation of the soil is repaid by finer plants and blooms.

They should have an open, sunny position, and prefer a good heavy loam soil well enriched.

AMERICAN BEAUTY ASTERS

A new Aster of the free branching type, stems are long, and plant is a strong grower, reaching almost three feet. Flowers are large and very double. Six colors.

White. A pure glistening white.

Carmine Rose. A most beautiful shade of bright carmine rose.

Purple. Beautiful, rich velvety purple.

Lavender. Lovely clear lavender.

September Beauty. Delicate soft pink.

Rose Pink. A lovely shade.

Mixed. Price 25c Per Packet—6 Packets \$1.25

GIANTS OF CALIFORNIA

Produced in California and a novelty of great merit.

These new asters combine the strong sturdy habit of growth of the Beauty types with the Crego or Ostrich Plume type. This combination produces a tall sturdy, non-lateral stem on which are borne large fluffy flowers which often measure four to five inches in diameter.

Their immense size and beauty, as well as the long sturdy stems, make them most desirable and attractive for floral decorations—four distinct colors.

Peach Blossom. A clear delicate peach blossom pink.

Light Blue. Called blue by the producer, but in reality a beautiful lavender.

Deep Rose. A splendid deep rose.

Dark Purple. A deep dark purple.

White.

Mixed.

Price 25c Per Packet—5 Packets \$1.00

Calliopsis

Showy free flowering annuals, of easy culture, doing well in any sunny position. Excellent for cutting and massing. Mixture of the several shades of gold, bronze and brown.

Price 10c Per Pkt.

Celosia

Cristata (Crested Cockcomb). Free blooming annuals, thrive best in rather light soil not too rich. Excellent border plants. We offer the dwarf mixed, which contains all the finest. Also in two separate colors, Crimson, Yellow.

Plumosa (Feathered Cockcomb). Fine plants for large beds or groups. Plumes can be cut and dried. Crimson, Yellow, Mixed.

Price 10c Per Pkt.

Cosmos

Fall blooming plants producing thousands of beautiful flowers, furnishing an abundance of cut flowers. Seed can be started in the open ground. Plant not less than 18 inches apart in rows or masses. When about a foot high tops should be pinched out to induce a bushy growth. They prefer a rather light, not too rich soil.

Crimson, Pink, White and Mixed.

Price 10c Per Pkt.

Double Crimson, Pink, White, Peach Blossom.

Price 25c Per Pkt.

Lady Lennox. White.

Price 10c Per Pkt.

Klondyke Yellow. Price 15c Per Pkt.

Dahlia

Dahlias are easily raised from seed and will bloom five months from the time seed is sown. They are interesting to grow, as new shades of color may develop. Will form tubers which can be planted the following year.

Double Mixed. A good mixture of the best new double Dahlias.

Cactus Mixed.

Pompon.

Collarette.

Price 25c Per Pkt.

Gaillardia

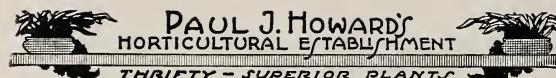
(BLANKET FLOWER)

ANNUAL VARIETIES. Make a great show; remarkable for the amount of bloom, size and brilliancy of their flowers. Excellent for beds, borders or cutting. Should be sown where they are to bloom.

Double Flowering Mixed. Profuse double flowering strain of all colors.

PERENNIAL VARIETIES. These should have a place in every hardy border. Do well in most any position or soil, and require very little attention.

Mixed. Splendid combination of gold and crimson.
Price 15c Per Pkt.



Lobelia

One of the most desirable plants for use in hanging baskets, window boxes and especially for edging, borders, etc.

Crystal Palace Compacts. Rich deep blue, the finest dark blue for bedding.

Tenuoir. Upright habit, about 5 inches, large flowers of cobalt blue with white eye.

Gracilis. Ultramarine blue, trailing.

Cardinalis. (Perennial). Grows 2 to 3 feet high with spike of brilliant scarlet flowers. Fine border plant.

Price 15c Per Pkt.

Marigolds

The African and French Marigolds are old favorites; free flowering annuals of easy culture, adapted for large beds or mixed borders. Succeed best in a light soil with full exposure to the sun.

FRENCH MARIGOLDS

Dwarf Single French Marigold. (Legion of Honor.) Single flowering compact bushes 9 inches high. Flowers golden yellow, marked with a large spot of velvety crimson at the base of each petal.

Dwarf French Mixed.

Price 10c Per Pkt.

Signata Pumila. (New). A miniature Marigold which forms very compact, bushy little plants 10 to 12 inches high and spread about 12 to 15 inches across. These compact little plants are literally covered with flowers which are a bright yellow with a brown stripe through the center of each petal. The foliage is finely cut and is exceptionally graceful. Each little plant really forms a bouquet. Wonderful for edging.

Price 15c Per Pkt.

AFRICAN MARIGOLDS

African Marigold Double. Orange King. Tall growing variety, bearing large perfect double quilled flowers of a rich deep orange color.

African Marigold, Double. Lemon Queen. The same as Orange King except in color which is a soft lemon yellow.

African Marigold. Double Mixed. Both colors.

Price 10c Per Pkt.

Nasturtium

A favorite and popular old annual, which, for ease of culture, duration of bloom, and brilliancy of coloring, nothing can excel. All they require is a fairly good soil in a well drained sunny position.

DWARF OR BEDDING VARIETIES

All colors mixed.

TALL OR CLIMBING VARIETIES

All colors mixed.

Price 10c Per Pkt.—1 Ounce, 25c

Salpiglossis

(PAINTED TONGUE)

Very ornamental annual; valuable for its beautiful, almost orchid-like flowers, which it produces from early summer until late fall. Crimson, primrose, purple and gold, rose and gold, scarlet and gold, white and gold, and mixed.

Price 15c Per Pkt.—Collection of Six, 75c

Salvia

(SCARLET SAGE)

Favorite bedding plant bearing long spikes of flowers from July till frost. Seed should be sown as early as possible.

Splendens. (Scarlet sage). Beautiful bright scarlet; 3 foot.

Bonfire. One of the finest of the sages; compact bush 2 feet high, 2 feet in diameter; erect spikes of brilliant dark green foliage which completely covers the plant. One of the most effective and gorgeous plants in existence.

Price 15c Per Pkt.

ZINNIAS

For brilliancy and show there is no garden annual that excels the Zinnia. It has been a garden favorite and becomes more so each year. They commence blooming early in the summer and continue until the fall.

Giant Double Zinnias. The flowers are gigantic in size and deep and velvety in appearance. In colors of golden-yellow, burnt orange, white, sulphur-yellow, crimson, purple, rose, shrimp pink, and mixed.

Large Flowering Dwarf Double Zinnias. Canary, flesh-pink, orange, scarlet, salmon, rose, white and mixed.
Price 15c Per Pkt.—6 Pkts. 75c

Dahlia Flowered Zinnias

This is a distinctly new, large-flowering type with cupped petals. The plants are of strong, vigorous habit, fully 3 feet high, producing mammoth flowers often 6 inches across and 3 to 4 inches in depth, similar in shape to the double Decorative Dahlias. The range of colors includes the usual shades and also many unusual tones, such as salmon, old rose, cerise, strawberry red, etc. As the result of careful selection we offer an exceptionally fine strain this season.

A GRAND COLLECTION OF GIANT DAHLIA FLOWERED ZINNIAS

12 Prize Winning Beauties

Exquisite. Probably the most pleasing shade of the collection. A truly Dahlia-flowered type in both size and form. The color is a light rose with deeper rose shading in the center.

Old Rose. Quite adequately described by its name "Old Rose" of which it is a desirable shade—really a beauty.

Golden State. An exceedingly rich orange or cadmium yellow—yellow at first turning to an attractive orange when fully developed.

Crimson Monarch. One of the best shades of red. Flowers enormous, often six to eight inches in diameter. A really meritorious crimson zinnia.

Giant Attraction. A distinct shade of brick red, which color it retains from the opening bud to the fully expanded flower. An immense ball of color when in full bloom.

Scarlet Flame. The beautifully blended coloring in this variety is very distinct and different. A large, bright scarlet with a blending of orange over the entire petal.

Meteor. A rich, glowing deep red—probably the darkest of all red shades. A very large and floriferous variety.

Oriole. We do not hesitate to call this the "Queen of Zinnias." It is an immense flower of deep orange color shading to gold. The color varies as the flower ages, but it is at all times a beauty.

Dream. This is a fine deep lavender turning to purple. A new and desirable shade in zinnias.

Polar Bear. A true Dahlia type and form. Very large, pure white.

Butter Cup. An immense creamy yellow. The shade that blends well with the entire collection and should be included in each planting.

Canary Bird. This is a delicate shade of primrose yellow—flowers are very large and well formed, and retain the color until well through blooming.

Price 25c Per Pkt.

Collection Price (Five Packets of Any of the 12 Varieties)
\$1.00, Postage Prepaid

SPECIAL DAHLIA FLOWERED MIXTURE

A well blended mixture containing all of the foregoing varieties—and others.

Price 25c Per Pkt.

Lilliput Double Mixed. Small double flowers. Dwarf compact bushes and profuse bloomer. A good zinnia for cutting.

Price 15c Per Pkt.

Haageana Zinnias. A recently introduced zinnia of dwarf habit, especially adapted for edging, where they make an effective and gorgeous showing in their many variations of color. Flowers are the size of a large daisy, single, semi-double and double. Each plant when in bloom is literally covered with flowers. Mixed, all colors.

Price 15c Per Pkt.



FLOWER SEEDS

Per Pkt.

Per Pkt.

<i>Acroclinium</i> . (Immortelles) Mixed.....	\$.10	<i>Larkspur</i> . Double stock-flowered. All colors.....	.15
<i>Agathea</i> . (Blue Daisy)15	<i>Lavandula</i> . (Sweet Lavender)15
<i>Ageratum</i> . (Floss Flower—Blue)10	<i>Layia elegans</i> . (Tidy Tips)25
<i>Alyssum</i> . (Sweet Alyssum) White.....	.10	<i>Linaria maroccana</i> . Hybrids15
Yellow or Lilac15	<i>Linum</i> . (Flax) Scarlet, White or Blue.....	.10
<i>Anagallis grandiflora</i> . (Pimpernel) Mixed.....	.10	<i>Lobelia</i> . Crystal Palace Compacts.....	.15
<i>Aquilegia</i> . (Columbine) Long Spurred Hybrids).....	.25	Hamburgia. Fine trailer25
<i>Anchusa italicica</i> . (Dropmore variety) Blue.....	.15	<i>Lupin</i> . Mixed15
<i>Antirrhinum</i> . (Snapdragon) All Colors.....	.10	Dwarf Blue15
<i>Amaranthus</i> . (Caudatus, Fricolor, or Sunrise).....	.15	<i>Marigold</i>	See Preceding List
<i>Asters</i>	See Preceding List	<i>Mignonette</i> . Machet or Salmon Queen.....	.15
<i>Arctotis grandis</i> . (Blue African Daisy).....	.10	<i>Mina Lobata</i> . Rapid Climbing Vine.....	.15
<i>Australian Pea Vine</i> . (Lavender pink).....	.15	<i>Mirabilis</i> . (Four o'clocks) mixed.....	.10
<i>Balsam</i> . (Lady Slipper) Camellia-flowered.....	.15	<i>Myosotis</i> . (Forget-me-not) <i>Palustris</i>10
<i>Begonia sempiflorens</i> . (Everblooming).....	.25	Blue Bird (New) Dark Blue.....	.25
<i>Bellis perennis</i> . (English Daisy).....	.15	<i>Nasturtium</i> . Tall or Dwarf.....	.10
<i>Brachycomb</i> . (Swan River Daisy) Mixed.....	.10	<i>Nemesia strumosa suttoni</i> . Hybrids25
<i>Browallia elata</i> (Blue or White).....	.10	Blue Gem15
<i>Calendula</i> . (Pot Marigold) Orange King, Lemon Queen and Mixed10	<i>Nemophila</i> (Baby Blue Eyes).....	.10
Ball's Gold and The Ball.....	.25	<i>Nigella</i> . (Lone in a Mist) Mixed.....	.10
<i>California Poppy</i> . (<i>Eschscholtzia</i>) Orange.....	.10	<i>Nicotiana affinis hybrids</i> . (Sweet Scented Tobacco).....	.10
New Colored Varieties15	<i>Old Fashioned Garden Flowers</i> . Mixed.....	.10
<i>California Wildflower Mixture</i>25	<i>Pansy</i> . Orchid Flowered mixed.....	.25
<i>Calliopsis</i> —Mixed10	Giants of California mixed.....	.50
<i>Coreopsis lanceolata grandiflora</i>15	<i>Pentstemon</i> . Large Flowered Hybrids15
<i>Campanula</i> . (Canterbury Bell) Single.....	.15	<i>Petunia</i>	See Preceding List
Cup and Saucer25	<i>Phlox drummondii</i> . Annual mixed.....	.15
<i>Candytuft</i> . (White, Lavender, Carmine and Mixed).....	.10	<i>Phlox decussata</i> . Perennial mixed.....	.15
<i>Cardinal Climber</i> . (Rapid Growing Vine).....	.15	<i>Platycodon japonicum</i> . Balloon Flower—Blue or White15
<i>Carnation</i> . (Chabaud's Giants Improved) Mixed.....	.15	<i>Portulaca</i> . Single15
<i>Celosia</i>	See Preceding List	Double25
<i>Centaurea cyanus</i> . (Cornflower) Blue or Mixed.....	.10	<i>Poppy</i> . Shirley mixed, Oriental mixed, Iceland mixed.....	.15
<i>Centaurea imperialis</i> . (Sweet Sultan) All colors.....	.10	American Legion25
<i>Centaurea candidissima</i> . (Dusty Miller).....	.15	<i>Primula malacoides</i> . Improved25
<i>Chrysanthemum</i> . (Painted Daisy) Annual mixed.....	.15	<i>Primula Obconica gigantea</i>25
<i>Cineraria</i> . Prize mixed50	<i>Pyrethrum aureum</i> . (Golden Feather)15
<i>Clarkia elegans</i> . Mixed10	<i>Pyrethrum roseum</i> . Hybrids15
<i>Cobaea scandens</i> . (Cup and Saucer Vine) Blue.....	.15	<i>Rhodanthe</i> . (Everlasting) mixed10
<i>Coleus</i> . Fancy large leaved. Mixed.....	.25	<i>Ricinus</i> . (Castor Oil Bean) mixed.....	.10
<i>Convolvulus mauritanicus</i> . Blue trailing25	Crimson Spire10
<i>Convolvulus</i> . (Japanese Moonflower) Mixed.....	.15	<i>Salpiglossis</i>	See Preceding List
<i>Cosmos</i>	See Preceding List	<i>Salvia splendens</i> . Bonfire15
<i>Dahlia</i>	See Preceding List	<i>Scabiosa</i> . (Pincushion) Blue, Rose, Pink, White, Crimson or mixed.....	.15
<i>Delphinium</i> . Light Blue, Dark Blue or Hybrids.....	.25	<i>Schizanthus</i> . (Butterfly Flower) mixed.....	.25
<i>Dianthus hedewigi</i> . (Chinese Pinks).....	.15	<i>Shasta Daisy</i> . Alaska15
<i>Dianthus plumarius</i> . (Clove Pinks).....	.15	<i>Statice sinuata</i> . White, Rose, Blue, or mixed.....	.15
<i>Dianthus barbatus</i> . (Sweet William).....	.15	<i>Statice suworowii</i> . Russian Statice15
<i>Didiscus</i> . (Blue Lace Flower).....	.15	<i>Stocks</i> . Giant Bismarck Improved—Separate colors or mixed25
<i>Digitalis gloxiniaeflora</i> . (Foxglove)15	Giant Perfection15
The Shirley (new)25	<i>Sweet Pea</i>	See Preceding List
<i>Dimorphotheca</i> . (African Golden Daisy) Orange or Hybrids10	<i>Sweet William</i>15
<i>Euphorbia variegata</i> . (Snow on the Mountain).....	.15	<i>Thunbergia</i> . (Black Eyed Susan) mixed.....	.15
<i>Gaillardia</i> . (Blanket flower) Perennial.....	.15	<i>Tithonia</i> . (Mexican Sunflower)25
<i>Gerbera</i> . (Transvaal Daisy) Hybrids.....	.25	<i>Tropaeolum, canariense</i> . (Canary Bird Vine)15
<i>Geum</i> . Mrs. Bradshaw. Red.....	.15	<i>Valeriana</i> . White or Rose15
Lady Stratheden. Yellow25	<i>Verbena</i> . Mammoth Improved. Red, Purple, Blue, White, Rose, Pink or mixed15
<i>Godetia</i> . Separate colors or mixed.....	.15	<i>Vinca rosea</i> . (Bush Periwinkle)15
<i>Gomphrena</i> . (Globe Amaranth) mixed.....	.10	<i>Viola cornuta</i> . Blue or Yellow25
<i>Gourds</i> . Fancy mixed10	<i>Viscaria cardinalis</i> . Crimson15
<i>Gypsophila</i> . (Baby's Breath) Annual.....	.10	<i>Viscaria oculata nana</i>15
Perennial15	<i>Wallflower</i> . Mixed15
<i>Helichrysum</i> . (Strawflower) mixed15	<i>Xeranthemum</i> . Everlasting Double10
<i>Heliotrope</i> . Mixed15	<i>Zinnia</i>	See Preceding List
<i>Hibiscus</i> . (Mallow) mixed15		
<i>Hollyhock</i> . Double or single. All colors.....	.15		
<i>Hunnemannia</i> . (Mexican Tulip Poppy).....	.15		

PERENNIAL FLOWERING PLANTS

Acanthus. (Bear's Breach)	Each	.50	Heliotrope. (Various)	Per Doz.	3.50
Aconitum. (Monk's Hood)	Per Doz.	2.50	Heuchera. (Coral Bells)	Per Doz.	1.50
Achillea. (Milfoil) Pink and White.....	Per Doz.	2.50	Hollyhock. (Double) Large Clumps.....	Per Doz.	3.50
Agathaea. (Blue Daisy)	Per Doz.	1.00	Hunnemannia. (Mexican Poppy)	Per Doz.	1.50
Ajuga reptans. (Ground Cover)	Per Doz.	1.00	Linaria. (Kenilworth Ivy)	Per Doz.	1.50
Alyssum saxatile compactum.....	Per Doz.	1.50	Lobelia cardinalis. (Red)	Per Doz.	2.00
Anchusa italicica. Dropmore variety	Per Doz.	2.00	Lobelia hamburgia. (Deep Blue) Trailing.....	Per Doz.	1.50
Anemone japonica. (Windflower) Pink or White....	Per Doz.	3.50	Lotus peliorhynchos. (Trailing)	Per Doz.	1.50
Aquilegia. (Columbine) Hybrids	Per Doz.	2.00	Marguerite. (Double White or Boston Yellow).....	Each	.15
Armeria maritima. (Thrift or Sea Pink).....	Per Doz.	1.00	Myosotis. (Forget-me-not)	Per Doz.	1.50
Aster. (Michaelmas Daisy) mixed.....	Per Doz.	1.50	Nepeta glechoma. (Ground Ivy)	Per Doz.	1.50
Aubretia. (Rock Cress) Hybrids.....	Per Doz.	2.00	Nepeta mussini.	Per Doz.	1.50
Campanula. (Bell Flower) Various	Per Doz.	2.00	Pentstemon. (All colors)	Per Doz.	1.50
Calceolaria. (Fancy colors)	Each	.50	Physostegia grandiflora vivida.....	Each	.35
Carnation. (Assorted kinds)	Per Doz.	1.50	Poppy. (Oriental)	Per Doz.	2.50
Cerastium. (Snow-in-summer)	Per Doz.	1.50	Primula. (Many kinds)	Per Doz.	1.50
Chaenostoma hispidia. (For Borders).....	Per Doz.	1.50	Phlox. (Hardy perennial)	Per Doz.	2.50
Coreopsis lanceolata.	Per Doz.	1.50	Pyrethrum roseum	Per Doz.	2.00
Coreopsis. Perry's Double	Per Doz.	3.50	Rudbeckia. (Various)	Per Doz.	2.50
Delphinium. (Light Blue, Dark Blue, Hybrids)....	Per Doz.	2.50	Salvia. (Many kinds)	Per Doz.	2.50
Dianthus. (Many varieties)	Per Doz.	\$1.00 to 2.50	Santolina. (Fine Border)	Per Doz.	.50
Digitalis. (Foxglove)	Per Doz.	1.50	Scabiosa columbaria. (New)	Per Doz.	2.00
Doronicum excelsum	Per Doz.	3.50	Solidago. (Golden Rod)	Per Doz.	2.50
Eryngium amethystinum. (Sea Holly)	Per Doz.	3.50	Sedum. (Many sorts for rockeries).....	Per Doz.	1.50
Eupatorium. (Mist Flower)	Per Doz.	2.00	Shasta Daisy	Per Doz.	1.00
Fragaria indica. (Wild Strawberry).....	Per Doz.	1.00	Stokesia. (Cornflower Aster)	Per Doz.	2.50
Gaillardia grandiflora	Per Doz.	1.50	Thalictrum dipterocarpum	Per Doz.	2.00
Gaillardia Portola	Per Doz.	2.50	Thymus serpyllum. (Trailing Thyme).....	Per Doz.	2.00
Gazania. (Yellow or Orange).....	Per Doz.	.50	Trachelium caeruleum	Per Doz.	3.50
Gerbera. (Transvaal Daisy)	Per Doz.	3.50	Valeriana	Per Doz.	2.50
Geum. Mrs. Bradshaw (Red)	Per Doz.	1.50	Verbena. (Separate Colors)	Per Doz.	1.50
Geum. Lady Stratheden (Yellow).....	Per Doz.	2.00	Veronica amethystina. (Trailing).....	Per Doz.	1.50
Helianthus maximiliana	Per Doz.	3.50	Vittadina. (For rockeries and boxes).....	Per Doz.	1.50
Helenium. (Various)	Per Doz.	3.50	Wallflower. (Mixed)	Per Doz.	2.50

THE PROPER SETTING FOR YOUR HOME

Picture in your mind a newly finished home, beautiful in architecture, suited to the site and perfect in workmanship, but without trees, shrubs, or flowers. Just the bare ground. "The picture is not complete," you will say. Visualize the same house and the same grounds attractively landscaped. How much more tempting it looks.

Not only does a well planned garden complete and beautify the home, but it adds substantially to the value of the property. The well landscaped home more fully fulfills the desires of each member of the family and creates a homelike atmosphere not known outside the garden.

PAUL J. HOWARD'S LANDSCAPE DEPARTMENT has been eminently successful in planning gardens and laying out effective landscape settings for homes, factories, industrial centers, subdivisions, etc.

We make no charge for preliminary suggestions and information. Call or write us about your garden problems.

PAUL J. HOWARD'S HORTICULTURAL ESTABLISHMENT